

THE STRUCTURAL APPROACH TO CREATING RESULTS 



**Creating Business Growth**  
*by* **Creating Customer Loyalty**

**Capturing the Heart  
of Your Customer**



### Shifting the Service Model



## Shifting the Business Model

Customer Loyalty is  
the KEY to  
Profitable Growth

12% ↑ Loyalty = 200% ↑ Growth



## Obtaining Key Operational Knowledge

HOW DO YOU KNOW  
what your customers  
think & feel  
about doing business  
with you?



## The One Essential Question

Q: How likely is it that you would recommend us to a friend or colleague?

Extremely likely Not at all likely



Promoter

Neutral

Detractor

80% of referrals



## GROWTH FACTOR INDEX

NET PROMOTER SCORE

$$P\% - D\% = NPS$$

12%  NPS = 200%  Growth



## NET PROMOTER SCORE

$$P\% - D\% = NPS$$

> 200 Customers

$$\text{Promoters} = 30 = 15\%$$

$$\text{Detractors} = 10 = \underline{5\%}$$

$$NPS = 10$$



## LOYALTY MEASUREMENT

### NET PROMOTER SCORE

$$P\% - D\% = NPS$$

BEST = 50-80%

Dell, Amazon, Southwest

USA average = < 10%

Global average = < 5%



## Only Three Questions

**Q: How likely is it that you would recommend us to a friend or colleague?**



**Q: What is the most important reason for the score you gave?**

**Q: What is the most important improvement we could make that would move you to rate us closer to a 10?**



## Making Customer Feedback Operational

**CLOSE  
THE LOOP!**

